

Charge to the Provost's Strategic Enrollment Management Task Force

Last year, I convened an Undeclared Majors task force to begin to look at issues with the large population of undeclared students at Rowan University. This task force recommended forming another group to deal with the broader issue of enrollment management. Thus, in consultation with the University Senate leadership, I am convening a Strategic Enrollment Management Task Force. The charge of this task force is as follows:

1. Examine trends in applicant numbers, acceptances, and enrollments in all departments with the goal of identifying:
 - areas of potential growth,
 - the need for expansion into new majors/minors, and
 - undersubscribed areas in need of retooling.
2. Review the restricted majors to determine the basis for the restriction and determine whether that restriction is necessary and/or valuable.
3. Determine the optimal size and mix (diversity, in-state vs out-of-state, international, full time vs part-time, etc.) of enrolled students at the University now, five years from now, and ten years from now with consideration of the resources necessary to achieve that size and mix.
4. Examine the history and potential impact on enrollments of CPCE students, internal transfers, and transfers from community colleges in light of the Comprehensive State-Wide Transfer Agreement.

I would like to see this task force generate specific recommendations that can be implemented immediately to enhance our management of enrollments while also considering longer-term changes. I also expect this task force to work closely with the continuing Undeclared Majors task force examining the issues faced by undeclared students as some issues clearly cross boundaries between the task forces. The Senate leadership and I are hopeful that this exercise in shared governance can lead to meaningful improvements for the University.